

## IN THE CLAIMS

1. (currently amended) A content managing system having a content managing portion comprising:

a content library for storing files of a plurality of contents provided by a content provider;

library managing means for managing said content library;

customer file storing means for storing the file of a content of each user to an area assigned to each user; and

customer file managing means for managing said customer file storing means,

wherein said content managing portion and a terminal unit of a user are connected through a network, and

wherein said content managing portion is operated remotely by a terminal unit of a user through the network so that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied from said content library to the area assigned to the user, and

wherein said content managing portion counts the period for which each content was stored or linked in each user area and creates a database containing the counted values.

2. (original) The content managing system as set forth in claim 1,  
wherein the contents are advertisements.

3. (original) The content managing system as set forth in claim 1,  
wherein the content provider can freely change, replace, and delete the file of a content provided to said content library.

4. (original) The content managing system as set forth in claim 1,  
wherein said content managing portion counts the number of users who copied or linked the contents to their user areas and creates a database containing the counted values.

5. (original) The content managing system as set forth in claim 1,  
wherein said content managing portion counts the number of male users and the number of female users who copied their contents to their user areas and creates a database containing the counted values.

6. (original) The content managing system as set forth in claim 1,  
wherein said content managing portion counts the number of users in each age group who  
copied their contents to their user areas and creates a database containing the counted values.

7. (original) The content managing system as set forth in claim 1,  
wherein said content managing portion counts the number of clicks of each content  
copied or linked to each user area and creates a database containing the counted values.

8. (original) The content managing system as set forth in claim 1,  
wherein said content managing portion counts the clicked date and time of each content  
copied or linked to each user area and creates a database containing the counted values.

9. (canceled).

10. (currently amended) A content managing apparatus, comprising:  
a content managing portion having:  
a content library for storing files of a plurality of contents provided by a content  
provider,  
library managing means for managing said content library,  
customer file storing means for storing the file of a content of each user to an area  
assigned to each user, and  
customer file managing means for managing said customer file storing means;  
and  
communicating means for connecting the content managing apparatus to a network,  
wherein said content managing portion is operated remotely by a terminal unit of a user  
through the network so that when the user selects a content linked to a page published by the  
content provider through the network, the selected content is copied from said content library to  
the area assigned to the user, and  
wherein the period for which each content was stored in each user area is counted and a  
database containing the counted values is created.

11. (original) The content managing apparatus as set forth in claim 10,  
wherein the contents are advertisements.

12. (original) The content managing apparatus as set forth in claim 10,  
wherein the content provider can freely change, replace, and delete the file of a content  
provided to said content library.

13. (original) The content managing apparatus as set forth in claim 10,  
wherein the number of users who copied or linked the contents to their user areas is  
counted and a database containing the counted values is created.

14. (original) The content managing apparatus as set forth in claim 10,  
wherein the number of male users and the number of female users who copied their  
contents to their user areas is counted and a database containing the counted values is created.

15. (original) The content managing apparatus as set forth in claim 10,  
wherein the number of users in each age group who copied or linked their contents to  
their user areas is counted and a database containing the counted values is created.

16. (original) The content managing apparatus as set forth in claim 10,  
wherein the number of clicks of each content copied or linked to each user area is counted  
and a database containing the counted values is created.

17. (original) The content managing apparatus as set forth in claim 10,  
wherein the clicked date and time of each content copied or linked to each user area is  
counted and a database containing the counted values is created.

18. (canceled).

19. (currently amended) A content managing method, comprising the steps of:  
providing a content managing portion having:  
a library for storing the files of a plurality of contents provided by a content  
provider; and  
a customer file storage and a customer file storage system for assigning a user area  
for storing the file of a content of each user to the customer file storage;

connecting the content managing portion and a terminal unit of a user through a network,  
and

operating the content managing portion remotely by a terminal unit of a user through the network so that when the user selects a content linked to a page published by the content provider through the network, the selected content is copied or linked from the library to a user area in the customer file storage,

wherein the content managing portion counts the period for which each content was stored or linked in each user area and creates a database containing the counted values.

20. (original) The content managing method as set forth in claim 19,  
wherein the contents are advertisements.

21. (original) The content managing method as set forth in claim 19,  
wherein the content provider can freely change, replace, and delete the file of a content provided to the library.

22. (original) The content managing method as set forth in claim 19,  
wherein the content managing portion counts the number of users who copied or linked the contents to their user areas and creates a database containing the counted values.

23. (original) The content managing method as set forth in claim 19,  
wherein the content managing portion counts the number of male users and the number of female users who copied or linked their contents to their user areas and creates a database containing the counted values.

24. (original) The content managing method as set forth in claim 19,  
wherein the content managing portion counts the number of users in each age group who copied or linked their contents to their user areas and creates a database containing the counted values.

25. (original) The content managing method as set forth in claim 19,  
wherein the content managing portion counts the number of clicks of each content copied or linked to each user area and creates a database containing the counted values.

26. (original) The content managing method as set forth in claim 19,  
wherein the content managing portion counts the clicked date and time of each content  
copied or linked to each user area and creates a database containing the counted values.

27. (canceled).